

# Maryland Global Express

The Newsletter of the Baltimore US Export Assistance Center

US Department of Commerce  
US & FCS– Baltimore USEAC

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**“Your Gateway to the World”**

<http://www.buyusa.gov/baltimore>



## September 2005 NEWSLETTER

Edited by Nicole Recchia

### Information and Communication Technology Market Growth: Mexico 2005

By: **Juan Carlos Prieto**

U.S. Commercial Service, U.S. Embassy in Mexico

The Mexican ICT market registered a 5.3% growth during the first quarter of 2005. This market increase is the result of synergies between December sales, particularly retail, which, in turn, translated in to manufacturer sales with a focus on personal computers. Overall, the three conforming segments, manufacturers, service providers, and distribution channels, experienced growth in the first quarter of 2004 from the first quarter of 2004.

#### Manufacturers

Generally, this segment registered 6.6% growth in 1Q2005 compared to the same period in 2004. Breaking down the segment, new growth was observed for manufacturers of personal computers, networking equipment, and software. On the other hand, manufacturers of systems and other equipment like printers, experience negative trends with registered losses over the same period.

#### Service Providers

This segment observed positive growth in all its areas, especially network integrators, custom software developers, and maintenance service providers.

#### Distribution Channels

The best annual growth is observed in retail sales, followed by distributors, and latter by Value Added Resellers. It is identified, however, that wholesale channels keeps showing decreasing annual rates in sales by the group of companies that form this category.

After analyzing manufacturer behavior by product category, we identified 13.9% growth in the IT service market, particularly implementation and outsourcing services.

In the case of equipment manufacturers, these show a positive and healthy 6.6% growth, especially the market behavior for voice equipment, personal computers and peripherals, such as digital and video cameras and multi-function systems, as well as data storage systems, and server updates.

For software, this industry observed a significant 4.4% growth, with a positive trend in applications, infrastructure, and security.

For the first semester, growth will continue but will not be as dynamic as it was in the first quarter of 2005. This is mainly due to a historically observed decreasing trend during the second quarter of the year, mainly motivated by decreasing sales, non-approved government budgets, and by private firms with a slower purchasing pattern.

Considering the household market, it is expected that technology purchases will increase in the last month of the second quarter of 2005 due to heavy consumer discounts, sales and promotions, and financing tailored as back-to-school advertising to capture a larger student segment proportion by retailers.

The government and company markets have strong expectations of considerable IT based purchases towards the third quarter of 2005, a time closer to the purchasing cycles in both segments.

**For more information on IT in Mexico,** Contact: Bryan Larson, Baltimore USEAC, at 410-962-6896 or

[Bryan.Larson@mail.doc.gov](mailto:Bryan.Larson@mail.doc.gov)

	Market Estimated 2004	Growth Estimated 2004	Growth Estimated 2005
Equipment	\$6,550.00	7.6%	8.9%
Software	\$718.00	8.0%	9.6%
IT Services	\$2,097.00	6.0%	7.0%
Telecom Services	\$18,579.00	13.1%	15.0%
Supplies	\$731.00	20.3%	14.1%
Total	\$28,675.00	11.3%	12.8%

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## MexITech East 2005

*Mexico IT and Telecom Workshop*

**October 31, 2005**

8:00 to 4:30 pm

<http://www.buyusa.gov/baltimore/mexitech.html>

Organized by the U.S. Commercial Service; Robert H. Smith School of Business, University of Maryland; and Maryland Department of Business and Economic Development



Is your company serious about increasing sales to Latin America's largest IT & telecom market?

Don't miss out on a unique opportunity to learn from Mexico's premiere IT consultant and media commentator:

**Moises Polishuk, President of ASISTE Consulting**

Seminar Topics:

- "Extreme Consulting" – a quantitative approach to improving your ability to succeed in the Mexican ICT market
- Market outlook & opportunities
- Selecting the right partner or representative
- Channel strategies
- Reaching the major players – govt. and private sector
- Understanding the value chain in Mexico
- Regulatory, certification, and customs requirements
- Legal and contractual issues
- Using Mexico as a springboard for Latin America sales

**Time:** 8:30 a.m. – 4:30 p.m.

**Location:** Robert H. Smith School of Business, University of Maryland College Park

**Cost:** \$300 per participant (Register before October 21)  
\$350 per participant (Register after October 21)

**Customized Add-on:** market assessment and consulting time to help you accomplish your specific objectives – available for \$200 additional

**Registration Deadline:** October 27, 2005

**More info and Registration:**

<http://www.buyusa.gov/baltimore/mexitech.html>

**Contact:** Bryan Larson, U.S. Commercial Service, at 410-962-6896 or [Bryan.Larson@mail.doc.gov](mailto:Bryan.Larson@mail.doc.gov)

## The Latin America Regional Business Forum

**November 16, 2005**

8:00am to 4:00pm

World Trade Center, Baltimore



The U.S. Commercial Service and World Trade Center Institute have partnered for the second time to bring companies throughout the United States a premiere regional forum. This year's forum will take place on November 16, 2005, and focus on Latin America.

Forum highlights include:

- An international business gathering with around 200 business leaders and diplomats
- Unique opportunity to understand current business climates and market opportunities across the region
- Presentations from private sector, U.S. Government senior commercial diplomats, and foreign government officials
- Opportunity to meet one-on-one with U.S. Department of Commerce regional experts and Foreign Commercial Officers

For more information and to REGISTER, visit:

<http://www.wtci.org/events/AmericasForum/americasforum.htm>

If your company is interested in sponsoring the Latin America Regional Business Forum, please contact Bill Burwell, Director of the Baltimore USEAC, at [Bill.Burwell@mail.doc.gov](mailto:Bill.Burwell@mail.doc.gov)

## Singapore Business Opportunities For Manufacturers

*In Conjunction With Safety-Security Equipment*

*Asia Fair in Singapore*

*November 7-11, 2005*

Interested in exporting to the rapidly growing markets in Asia, but not sure where to start? Consider signing up for the U.S. Department of Commerce business development program in Singapore. Working directly with trade experts at the U.S. Embassy in Singapore, you will be able explore market opportunities in this thriving economy and the broader Southeast Asian region.

Long established as the GATEWAY TO ASIA, Singapore is an ideal launching pad for small and mid-size U.S. companies because of its business-friendly environment and web of trade links to other Asian economies. A further advantage,

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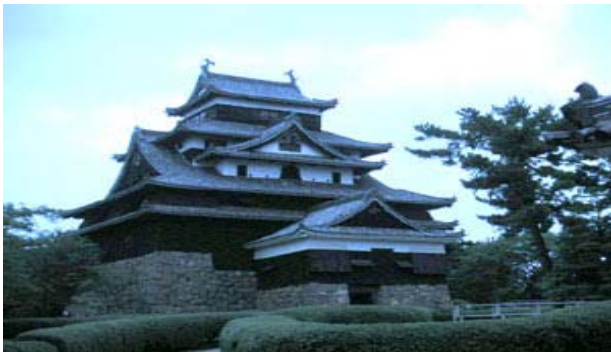
Singapore recently concluded a free trade agreement with the United States that makes two-way trade duty-free and offers additional protections to U.S. companies doing business there.

For Only U.S. \$1,000, event attendees will have access to an array of services:

- One-on-one meetings with potential agents, distributors, joint-venture partners and end users.
- One-on-one meetings with U.S. Embassy trade experts from 14 Asian countries who will be in Singapore that week
- Help in contacting potential buyers in other countries of interest
- A marketing briefing by the U.S. Ambassador and Embassy trade experts
- A networking reception in your honor with local business representatives
- Hotel accommodation will be provided at special Embassy rates.
- Additional stopovers in Southeast Asia (e.g., Malaysia, Thailand or Vietnam) can be arranged to explore other market opportunities. (Additional Matchmaker Program fees apply).

For more information, contact Bryan Larson, Baltimore USEAC at [Bryan.Larson@mail.doc.gov](mailto:Bryan.Larson@mail.doc.gov).

### Market of the Month: Japan



#### **I. Japan Now?**

Japan boasts the largest and most diverse economy in Asia, and is second only to the U.S. on the world's economic stage. The U.S. sends more exports to Japan than it does to any other overseas destination. Thousands of U.S. companies have established successful operations in Japan and even more export to Japan on a regular basis. The Japanese economy has pulled out of its economic slump of the last decade and is showing clear signs of an emerging recovery. U.S. exports to Japan have risen steadily over the last several years, and exchange rates continue to favor U.S. exporters.

In the mid-80's the Japanese market was often characterized as being excessively regulated and a difficult market to penetrate. Several factors have contributed to the easing of these regulations and to a more open economy. Changes brought through technology and the Internet, restructuring within the Japanese economy and bilateral negotiations, have opened the Japanese market in many sectors where U.S. companies are

globally competitive — telecommunications, medical equipment and pharmaceuticals, energy (including power generation and transmission equipment), information technology, insurance, and financial services. As a result of the Economic Partnership for Growth, launched by President Bush and Prime Minister Koizumi in June 2001, the U.S. and Japanese governments continue to exchange reform recommendations on key sectors every fall. Now more than ever, Japan deserves a second look.

#### **II. Highlights of the Japanese market:**

- Asia's trendsetter
- Returning to growth economy
- Second-highest GDP in the world
- Second-highest purchasing power and consumption levels in the world after the U.S.
- Efficient, state-of-the-art transportation and communications systems
- Households with computers:  
Japan 65.7%  
U.S.A. 61.8%
- Households with internet access:  
Japan 88.1%  
U.S. 54.6%
- Cellular telephone subscribers:  
Japan 85.1%  
U.S. 54.6%

#### **III. Japan at a Glance**

<b>A. Population</b>	127.7 million
<b>B. Land Area</b>	377,864 sq. km. (145,902 Sq. mi.); slightly smaller than California
<b>C. Capital</b>	Tokyo
<b>D. Other Major Cities</b>	Yokohama, Osaka, Kobe, Kyoto, Nagoya, Sapporo, Fukuoka
<b>E. Government Type</b>	Constitutional monarchy with a parliamentary government
<b>F. Language</b>	Japanese
<b>G. Primary Industries</b>	machinery and equipment, metals and metal products, textiles, automobiles, chemicals, electrical and electronic equipment
<b>H. GDP (2004)</b>	\$4,689 billion (nominal)
<b>I. GDP per capita in U.S. dollars (2004)</b>	\$36,718 (nominal)
<b>J. Real GDP growth rate (2004)</b>	1.48 % (nominal)
<b>K. Consumer Price Increase Rates (2004)</b>	0.0 %
<b>L. Unemployment Rate (2004)</b>	4.7 %
<b>M. Total Imports</b>	\$456.8 billion



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	<b>(2004)</b>	
<b>N.</b>	<b>Total Exports (2004)</b>	\$567.8 billion
<b>O.</b>	<b>Major Import Suppliers (as % of M.)</b>	China 20.7 %, U.S. 13.7 %, South Korea 4.8 %, Australia 4.3 %, Indonesia 4.1 %
<b>P.</b>	<b>Major Export Markets (as % of N.)</b>	U.S. 22.4 %, China 13.1 %, South Korea 7.8 %, Taiwan 7.4 %, Hong Kong 6.3 %
<b>Q.</b>	<b>Top 10 Imports (Japan from world)</b>	crude oil, textile articles, electronic components, computers, LNG, fishes and shells, audio and visual apparatus, nonferrous metals, optical instruments, petroleum products
<b>R.</b>	<b>Top 10 Exports (Japan to world)</b>	automobiles, electronic components, automobile parts, steel, optical instruments, prime motors, imaging equipment, organic compound, electrical apparatus, computer parts
<b>S.</b>	<b>Imports from U.S. (2004)</b>	\$54.4 billion
<b>T.</b>	<b>Exports to U.S. (2004)</b>	\$129.6 billion
<b>U.</b>	<b>Top 10 U.S. Exports Japan</b>	computer and electronic products, transportation equipment, chemicals, machinery, agricultural products, food products, beverages and tobacco products, electrical equipment and component, fabricated metal products, marine products
<b>V.</b>	<b>Top 10 Japanese Exports to U.S.</b>	transportation equipment, computer and electronic products, machinery, chemicals, electrical equipment and component, fabricated metal products, plastics and rubber products, primary metal manufacturing, nonmetallic mineral products, paper

contacts through frequent personal visits. Commercial Service Japan can help you find these types of agents, as well as direct buyers, through our [Gold Key and International Partner Search](#) programs.

Japanese attach a high degree of importance to personal relationships, and these take time to establish and nurture. Patience and repeated follow-up are required to clinch a deal. Unless you possess excellent Japanese language skills, foreign business executives should be accompanied by a professional interpreter, as many Japanese executives and decisionmakers do not speak English. For more information on doing business in Japan, [click here](#), or consult your nearest Commercial Service office.

### V. Best U.S. Export Prospects

#### BioJapan 2005 World Business Forum

- Biotechnology  
<http://www.buyusa.gov/japan/en/bio.html>
- Computers/Software  
<http://www.buyusa.gov/japan/en/it.html>
- Education  
<http://www.buyusa.gov/japan/en/education.html>
- Healthcare/Medical Products  
<http://www.buyusa.gov/japan/en/medical.html>
- Lifestyle Market  
<http://www.buyusa.gov/japan/en/cg.html>
- Major Projects  
<http://www.buyusa.gov/japan/en/majorprojects.html>
- Nutritional Supplements  
<http://www.buyusa.gov/japan/en/supplements.html>
- Power Generation  
<http://www.buyusa.gov/japan/en/powergeneration.html>
- Telecommunications  
<http://www.buyusa.gov/japan/en/telecom.html>
- Travel and Tourism  
<http://www.buyusa.gov/japan/en/travel.html>

### VI. Success Story

**CS/Japan Produces Results for U.S. Companies** - During the last year alone, CS/Japan has helped U.S. companies attain more than 300 specific export successes throughout Japan. These export sales have come from all over the United States, and from a diverse array of industry sectors. One U.S. exporter got a lift from CS/Japan when they received assistance that helped them provide elevators to one of Japan's most famous automobile companies. Another successful U.S. service provider was able to support a local municipality for their water remediation project. Still another of America's small exporters provided windows to numerous Japanese home builders. America's fashion industry also sewed up success in the Japanese market this year with the help of CS/Japan. Advocacy played a key role as well when CS/Japan stepped in to secure the release and use of electronic components by one



### IV. Doing Business In Japan

#### Market Entry Strategy

Many U.S. companies that are serious about entering the Japanese market can benefit by finding a reputable, well-connected agent or distributor to represent them in the market. In addition, it is extremely important to cultivate business

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of Japan's electrical utilities. Finally, CS/Japan actively built success from the ground up when we supported America's architects by helping them win contracts to design both public and private buildings in Japan. There are many more examples, but these few help illustrate the positive results that can come from partnership with the Commercial Service Japan.

### USA Trade Promotion – New Website & Seminar Series

[www.export.gov.fta](http://www.export.gov.fta).

USA Trade Promotion recently launched the new and improved website covering U.S. free trade agreements (FTAs) at [www.export.gov/fta](http://www.export.gov/fta). This new website is now the Commerce Department's centerpiece of information on FTAs. In addition, USATP is launching a new Free Trade Agreement Seminar Series for clients of the Commercial Service. The seminar is designed to guide U.S. exporters through the intricacies of complying with the U.S. FTAs. The Baltimore USEAC can put together a seminar if enough companies and organizations express interest. Seminars can be customized to offer everything from a general overview of FTAs to in-depth training on particular FTAs of interest (e.g., Australia, Chile, NAFTA, Israel, Jordan, and/or Singapore). For more information, contact Bryan Larson, Baltimore USEAC at [Bryan.Larson@mail.doc.gov](mailto:Bryan.Larson@mail.doc.gov).

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### Trade Events, Workshops, and Seminars

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*For information on these and other events not listed, or if you would like your event listed, contact the Baltimore USEAC at 410-962-4539.*

### U.S. and Local

#### **IDB Business Seminar Series 2005: *Financing Private and Public Infrastructure Projects & Breakout Sessions***

*September 22-23, 2005*

Washington D.C.

Contact: Barbara A. White, U.S. Commercial Service, at 202-623-3822 or [Barbara.White@mail.doc.gov](mailto:Barbara.White@mail.doc.gov)

The objective of this seminar is to provide information to companies and individuals on the IDB group's efforts to utilize private and public sector programs to support infrastructure projects in its borrowing member countries. The two-day seminar will cover the following topics: the IDB strategy for public and private sector infrastructure projects and projects in the pipeline; the IDB project cycle, which describes how projects are initiated and developed; procedures for procurement of consulting services, goods and works; and news regarding recent procurement policy changes at the IDB. Furthermore, on the second day, IDB project specialists will

present case studies that will illustrate how an IDB project is structured and where the business opportunities arise. The event will provide ample opportunity to network with IDB project specialists and fellow participants.

Register online at:

<http://www.iadb.org/biz/index.cfm?language=english>.

### Breakfast Briefing with Mr. Ron Dermer- Economic Minister, Embassy of Israel

September 28, 2005

Rockville, MD

Contact: Barry Bogage, Executive Director of the Maryland/Israel Development Center, 410-767-0681 or e-mail: [bbogage@marylandisrael.org](mailto:bbogage@marylandisrael.org)

Israel is recognized as a hotbed of technological excellence, especially in telecommunications, electronics, homeland security and biomedical technologies. Mr. Dermer will discuss advances in these fields in Israel, and the current economic climate after the Gaza withdrawal.

### NIST WORKSHOPS

*Hosted by the National Institute of Standards & Technology (NIST) at the NIST campus*

*October 5-7, 2005 & October 3-7, 2005*

Gaithersburg, MD

Contact:

[http://www.cstl.nist.gov/nist839/RoHS/RoHS\\_Meeting.htm](http://www.cstl.nist.gov/nist839/RoHS/RoHS_Meeting.htm).

The National Institute of Standards & Technology (NIST) will host a workshop on October 5-7 to assist U.S. manufacturers and their supply chain in meeting new environmental regulations that restrict the use of hazardous substances in electronics and a wide range of consumer products. NIST recognizes that an urgent challenge faced by U.S. industry is compliance with the EU Directive on Restriction of certain Hazardous Substances in Electrical and Electronic Equipment (RoHS), effective July 2006. RoHS restricts lead (widely used in solder), mercury, cadmium, hexavalent chromium (used to inhibit corrosion), and polybrominated biphenyls (PBBs) and polybrominated diphenyl ether (PBDE) flame retardants (in plastic housings of electrical appliances). The goals of the NIST workshop are to assess the measurement and standards needs of industry as they respond to the restrictions, and to collaboratively produce a plan that addresses international standards issues and helps U.S. manufacturers to access the global market.

\* For further information on this workshop:

[http://www.cstl.nist.gov/nist839/RoHS/RoHS\\_Meeting.htm](http://www.cstl.nist.gov/nist839/RoHS/RoHS_Meeting.htm).

The NIST is also organizing a workshop on U.S. mutual recognition agreements (MRAs) with the EU and other regions of the world on October 3-7 in order to facilitate compliance with their changing regulatory requirements.

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\*For further information on this workshop, visit

<http://ts.nist.gov/ts/htdocs/210/gsig/mra/Workshop/announcement.htm>.

### A Look at Baltimore's Growing Global Reach

*World Trade Center Institute and the City of Baltimore  
October 18, 2005*

World Trade Center, Baltimore

To Register or Sponsor:

<http://www.wtci.org/events/AmericasForum/americasforum.htm>

As US Business continues to enter new global markets, Baltimore strives to stay ahead of the trends. Mayor O'Malley, alongside key representatives from the public and private sectors and academia will address Baltimore's growing global awareness and involvement. The future potential is great, but the competition will be fierce. What is Baltimore doing to distinguish itself from the rest? The Mayor and other panel experts will offer their insights on this issue and more. Afterwards, audience questions will be welcome by the panel.

### Greenbuild International Conference and Exposition

*November 9-11, 2005*

Atlanta, Georgia

Contact: Alexander Amdur, Baltimore USEAC, at 410-962-4539 or [Alexander.Amdur@mail.doc.gov](mailto:Alexander.Amdur@mail.doc.gov)

Greenbuild is the only event that brings together green building professionals from across the industry and around the world under one roof. Reflecting the trend of rapid expansion in the market for green buildings nationwide, its growth has been astounding. In Greenbuild's first year, it drew more than 4,000 attendees to Austin - more than double the number projected. Since then, Greenbuild has grown by almost 40 percent per year with over 8,000 attendees and almost 500 exhibitors at Greenbuild 2004 in Portland, Oregon. Three days of extensive educational programming, workshops, a vast exhibition floor, and ample networking events give you unrivaled opportunities to learn about the latest innovations, exchange ideas, and develop new business relationships, and learn about the leading edge of the building and construction industry, including the latest updates and expansions of the LEED® Green Building Rating System. . For more information on Greenbuild 2005, please refer to the event's web site: <http://www.greenbuildexpo.org/>.

### The Maryland/Israel Development Center's 2005 Trade Mission to Israel

*November 5-11, 2005*

Contact: Barry Bogage, Executive Director, Maryland/Israel Development Center at 410-767-0681 or e-mail: [bbogage@marylandisrael.org](mailto:bbogage@marylandisrael.org)

The MIDC's 2005 Trade Mission to Israel will correspond with the Prime Minister's Conference on Exports and International Cooperation. Come explore new market and

technology opportunities with Israeli businesses and hear Prime Minister Ariel Sharon, Nobel Laureate and Vice Prime Minister Shimon Peres, and Israel's corporate leaders discuss the current economic and political events in Israel and future prospects for investment and high technology. The MIDC will research and arrange private business meetings for you with Israeli prospects and potential R&D, marketing and distribution partners qualified according to your criteria.

### Paperworld 2005

*November 9-11, 2005*

Las Vegas, Nevada

Contact: U.S. Export Assistance Center in Baltimore at 410-962-4539 or [Office.BaltimoreUSEC@mail.doc.gov](mailto:Office.BaltimoreUSEC@mail.doc.gov)

Paperworld USA, formerly known as the International SHOPA Show is an annual event held in the United States for the school and office products industry, representing over 1800 retailers, manufacturers, manufacturer representatives, commercial/contract stationers, wholesale/distributors, and service companies. Paperworld USA has grown and developed by providing attendees the chance to explore the entire industry, network with industry professionals, and meet hundreds of new and different vendors. More than 8,000 visitors are expected to attend this year's new show.

### Export Howard County: Focus on Small Business

*November 15, 2005*

Columbia, Maryland

Contact: Call (410) 313-6550 or online at:

<http://www.hceda.org/thecenter/events.html>

Today's global economy offers unprecedented opportunities for U.S. businesses to expand their markets. Knowing where to begin, however, may be the biggest obstacle to taking your product or service outside the U.S. Howard County Economic Development Authority's International Trade Center is sponsoring an all-day workshop entitled, **Export Howard County: Focus on Small Business**. This workshop, led by local international business professionals, will help you take the first steps in launching your business into the global market place and will walk you through the many intricacies of going global. Topics include evaluating export potential, identifying target markets, developing market entry strategies, building distribution networks, the "mechanics" of exporting and international trade financing options. Those already exporting will learn about finding new opportunities. Workshop graduates will learn what it takes to compete globally and create an effective Export Marketing Plan. Course content stresses interactive learning through self-assessment, knowledge provided by executives from the world of international business, and case studies based on the actual experiences of local companies.



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### The Latin America

#### Regional Business Forum

November 16, 2005

8:00am to 4:00pm

Baltimore, Maryland

World Trade Center

Cost: \$80

Info: <http://www.wtci.org/events/AmericasForum/americasforum.htm>

The U.S. Commercial Service and World Trade Center Institute have partnered for the second time to bring companies throughout the United States a premiere regional forum. This year's forum will take place on November 16, 2005, and focus on Latin America. Forum highlights include:

- An international business gathering with around 200 business leaders and diplomats
- Unique opportunity to understand current business climates and market opportunities across the region
- Presentations from private sector, U.S. Government senior commercial diplomats, and foreign government officials
- Opportunity to meet one-on-one with U.S. Department of Commerce regional experts and Foreign Commercial Officers

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### 15th Biennial World Congress on Information Technology

May 1-5, 2006

Austin, Texas

For more information visit: <http://www.wcit2006.org>

The 15th Biennial World Congress on Information Technology (WCIT) will be a dynamic gathering of an estimated 2,000 global IT leaders from business, government and academia. Delegates will include cabinet-level executives, heads of state, ministers of IT, top academics and world-renowned scientists. Delegates will come prepared to discuss IT policy issues, direct the future of technology, and to drive both economic and revenue decisions for their respective organizations. Attendance at the World Congress is by Invitation only. Request an invitation to WCIT 2006 by visiting:

<http://www.wcit2006.org/invite.asp?id=002&LangType=1033>

### Food Marketing Institute's Supermarket Convention & Educational Exposition

May 7-9, 2006

Chicago, Illinois

Contact: Alexander Amdur, Baltimore USEAC, at 410-962-4539 or [Alexander.Amdur@mail.doc.gov](mailto:Alexander.Amdur@mail.doc.gov)

The Food Marketing Institute's Supermarket Convention & Educational Exposition is the largest, most comprehensive

event of its kind in the world. It is the premier show for Supermarket retailers and wholesalers now offering 5 shows in one location (The FMI Show, Fancy Food Show, U.S. Food Export Showcase, United Produce Expo and Conference, and All Things Organic), over 1000 exhibitors, targeted educational sessions, group incentives, and a worldwide audience. The International Trade Center (ITC) also offers a wide array of services to make it as easy as possible for international attendees to exchange information with their peers and meet with U.S. suppliers to discuss import/export opportunities.

## International

### Business Development Mission to Guatemala, Honduras & El Salvador:

#### *Explore CAFTA Opportunities*

October 16-22, 2005

Guatemala City, Guatemala; San Pedro Sula, Honduras; San Salvador El Salvador

Contact: The Office of Business Liaison at 202-482-1360 or [obl@doc.gov](mailto:obl@doc.gov)

This mission is an opportunity to highlight the new regional opportunities for U.S. business in the promising sectors of Central America that have emerged as a result of the successful passage of the Central American-Dominican Republic Free Trade Agreement, commonly referred to as CAFTA. The CAFTA region is the second-largest export market in Latin America and the 10<sup>th</sup> largest market in the world for U.S. exports. This Mission offers a unique opportunity in which U.S. businesses can develop business partnerships and cultivate existing relationships.

Additional information on this event is available at:

<http://www.buyusa.gov/centralamerica/en>

### Healthcare Policy Mission to Korea

October 24-28, 2005

Contact: Jeanne Townsend, Baltimore USEAC, at 410-962-4539 or [Jeanne.Townsend@mail.doc.gov](mailto:Jeanne.Townsend@mail.doc.gov)

The Office Health and Consumer Goods and the U.S. Commercial Service are conducting a Healthcare Policy Mission for health technologies firms to South Korea and Taiwan. The objective of the Mission is to create a more transparent trade environment for U.S. export sales by facilitating U.S. industry interaction with the Korean and Taiwanese officials who develop and implement policies concerning the importation, regulatory approval, pricing/reimbursement levels, and marketing of products in the health technology sector. The Mission, which will be in Korea October 27 - 8, 2005, is open to representatives of U.S. companies and trade associations in the medical-device sector. It will be led by a senior Department of Commerce official. It will be led by a senior Department of Commerce official.

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### Software Engineering Conference

*October 27-28, 2005*

Moscow, Russia

Contact: Bryan Larson, Baltimore USEAC, at 410-962-4534  
or [Bryan.Larson@mail.doc.gov](mailto:Bryan.Larson@mail.doc.gov)

RUSSOFT - the Russian National Association of Software Development Companies, RUSSEE, the market leader in education and consulting for the local software industry, and Carnegie Mellon University, the global leader in software research and education are collaborating to organize the first Software Engineering Conference in Russia. This event will be an international forum for in-depth and substantive discussion on the emerging technologies and methodologies being developed to overcome the challenges that exist in different areas of software engineering.

### Banff Mountain Film and Book Festival

*October 29-November 6, 2005*

Banff, Alberta Canada

Contact: Bryan Larson, Baltimore USEAC, at 410-962-4534  
or [Bryan.Larson@mail.doc.gov](mailto:Bryan.Larson@mail.doc.gov)

The Banff Centre in Banff, Alberta Canada, an art, cultural, and educational institution and conference facility, will be hosting the 2005 Banff Mountain Film Festival and 2005 Banff Mountain Book Festival from October 29 to November 6. Organizers of the Banff film and book festivals are presently seeking big-screen adventure and mountain films and mountain book tale submissions. This international event presents an excellent opportunity for U.S. filmmakers and writers of adventure tales to promote their material and network with potential business partners. The festival has been going on for thirty years and is an excellent way to expand your sales and name recognition.

### U.S. Maritime & Industrial Security Exhibition

*October 30-November 2, 2005*

Montreal, Quebec and Halifax, Nova Scotia

Contact: Matt Woodlee, Baltimore USEAC, 410-962-4539 or [mwoodlee@mail.doc.gov](mailto:mwoodlee@mail.doc.gov)

Take advantage of new security initiatives in two of Canada's most important ports: Montreal, Quebec and Halifax Nova Scotia. Gain first-hand knowledge of projects designed to help Canada's ports and marine facilities modernize and strengthen their security systems as well as improve the safety and efficiency of Canada's overall transportation network. Exhibitors will have the opportunity to exhibit and network for one full day in each city, to a targeted audience, selected by U.S. Commercial Service Specialists. Additionally, industry briefings will be given by government and private sector officials from Quebec and Canada's Atlantic provinces.

### Business Opportunities Event for Manufacturers

*Held in Conjunction with Safety-Security Asia Fair*

*November 7-11, 2005*

Singapore

Contact: Scott Pozil, U.S. Commercial Service, at 65-6476-9037 or [scott.pozil@mail.doc.gov](mailto:scott.pozil@mail.doc.gov)

Are you interested in exporting to the rapidly growing markets in Asia, but not sure where to start? Consider signing up for the U.S. Department of Commerce business development program in Singapore. Working directly with trade experts at the U.S. Embassy in Singapore, you will be able to explore market opportunities in this thriving economy and the broader Southeast Asian region.

For only \$1,000, event attendees will have access to an array of services:

- One-on-one meetings with potential agents, distributors, joint-venture partners and end users.
- One-on-one meetings with U.S. Embassy trade experts from 14 Asian countries who will be in Singapore that week
- Help in contacting potential buyers in other countries of interest
- A marketing briefing by the U.S. Ambassador and Embassy
- A networking reception in your honor with local business representatives

If your company is in the safety and security business, you can exhibit your products and services in the U.S. pavilion at the fair, which will also be held from Nov. 9-11 in Singapore. Additional fees apply so inquire with the U.S. Embassy for detailed information.

### Study USA Pavilion at Universitarea

*November 10-13, 2005*

Mexico City, Mexico

Contact: Bryan Larson, Baltimore USEAC, at 410-962-4534  
or [Bryan.Larson@mail.doc.gov](mailto:Bryan.Larson@mail.doc.gov)

For the last three years, Mexico has been the 7th largest source of international students in the United States. Mexican students prefer to study in the U.S. because of its close geographical location, commercial ties, and quality of school programs. The 4th annual Study USA Mexico Pavilion at Universitarea is the number one venue for U.S. schools looking to tap into this burgeoning Mexican student market. With over 40,000 visitors, Universitarea is the leading event in Mexico for higher education.



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### **International Student Network, Inc**

#### **8<sup>th</sup> Annual Latin Expo**

*November 12-18, 2005*

Lima, Peru; Caracas, Venezuela, Colombia; Medellin and Bogotá, Columbia

Contact: Jen Siu, International Student Network, at 215-246-3432 or [isn4you@aol.com](mailto:isn4you@aol.com)

ISN proudly announces the eighth annual American Education Expo in Latin America. The event will highlight the educational benefits unique to American while allowing participating schools the liberty to explore the lucrative markets of the region via the Expo and visits to local high schools.

### **Cartes Smart Card 2005**

*November 15-17, 2005*

Paris, France

Contact: Bryan Larson, Baltimore USEAC, at 410-962-4534 or [Bryan.Larson@mail.doc.gov](mailto:Bryan.Larson@mail.doc.gov)

For the past twenty years, the CARTES exhibition has been providing its support to the smart card industry by hosting a dynamic event that brings together manufacturers and buyers. Identification, the new event, is entirely devoted to identification technologies and media CARTES is opening the market of person identification and access management technologies by hosting, in 2005, the ID identification area. Centrally located in the exhibition hall, this new sector will provide an additional draw for decision-makers in this field, reflecting a global and exhaustive offer that covers new identification technologies (RFID/AIDC, e-government, authentication, contactless, biometrics...). Services provided by the U.S. Commercial Service include matchmaking services for the U.S. Exhibitors, the release of the latest market research, and U.S. Embassy support at the show.

### **Productronica 2005**

*November 15-18, 2005*

Munich, Germany

Contact: Bryan Larson, Baltimore USEAC, at 410-962-4534 or [Bryan.Larson@mail.doc.gov](mailto:Bryan.Larson@mail.doc.gov)

Productronica is the only event of its kind in the world to depict the entire range of electronics-manufacturing solutions. It presents the industry's latest developments and gives visitors a look at new products and system solutions for everything from packaging, contract-manufacturing and automatic optical inspection systems to PCBs, soldering technology and other sectors of electronic manufacturing. At the 2003 event, 1,535 exhibitors and 88 additionally represented companies from 29 countries displayed their products and services relating to the electronic production industry at Productronica.

### **Corporate Executive Office (CEO) Medica 2005**

*November 16-19, 2005*

Dusseldorf, Germany

Contact: Jennifer Loffredo, U.S. Commercial Service, at 248-975-9600/586-469-6447 or [Jennifer.Loffredo@mail.doc.gov](mailto:Jennifer.Loffredo@mail.doc.gov)

Considered the world's largest and most important international fair for medical equipment, Medica 2004 drew 136,000 trade visitors from 80 countries. As the largest foreign contingent, the United States featured 297 companies as official exhibitors, of which 139 were in two U.S. Pavilions, and 12 were new-to-market/increase-to-market U.S. firms participating in CS Germany's "Corporate Executive Office" (CEO) program as part of the Showcase Europe initiative. At Medica 2004, the 12 CEO companies reported close to 100 serious trade leads, signed up 7 distributors on the spot and reported USD 10 million in projected 2005 sales. In addition, the CEO participants reported meeting with and interviewing numerous potential agents and distributors at the show, signing up 7 and expecting over the coming 12 months to sign numerous agency and distribution agreements and some licensing and joint venture agreements. Medica remains the most important trade event of its kind in the world.

Additional event information can be found at:

<http://www.buyusa.gov/eme/medica2005.html>

### **Israfood-Hotex 2005 Catalog Show Booth**

*November 28-30, 2005*

Tel Aviv, Israel

Contact: Alan Wielunski, Commercial Specialist at [alan.wielunski@mail.doc.gov](mailto:alan.wielunski@mail.doc.gov)

Interested in market opportunities in Israel? The U.S. Foreign Agricultural Service at the American Embassy in Tel Aviv is organizing a Catalog Show Booth for U.S. exporters at Israfood-Hotex, November 28-30, 2005 at the Tel Aviv Fairgrounds. This is an extremely low-cost, yet effective way for you to evaluate interest in your product or service in Israel, and the region. We often receive requests from Israeli firms interested in U.S. exporters of food, food service products, furniture, fixtures and equipment; and with our help, your company can significantly increase your business.

For online registration visit:

<http://www.buyusa.gov/israel/en/israfood.html>

### **Natural Products Expo Asia 2005**

*November 30-December 2, 2005*

Hong Kong, China

Contact: Andrea Lee at +852-3402-5013 or [alee@penton.com](mailto:alee@penton.com)

Launch your new line, expand your market, and grow your business. Whether you sell finished products, ingredients that go into products or supplies and services that help retailers sell them Natural Products Expo Asia 2005 is the event to help you establish new distribution channels, meet mass market and specialist retailers, and introduce your products to new markets. As a follow up to the show, the US & Foreign

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Commercial Service is organizing a natural products trade mission to Taiwan, Korea and Japan. This mission will be conducted December 5-9. More information on the trade mission is included later in this section.

### International Printed Circuit and Electronics Assembly Fair (IPC Show)

*November 30-December 2, 2005*

Dongguan, China

Contact: Bryan Larson, Baltimore USEAC, at 410-962-4534 or [Bryan.Larson@mail.doc.gov](mailto:Bryan.Larson@mail.doc.gov)

The U.S. Embassy/Consulates in China would like to invite you to exhibit in the U.S. Pavilion at the International Printed Circuit and Electronics Assembly Fair (IPC Show) held in Dongguan, China. The U.S. Pavilion is part of the U.S. Department of Commerce's initiative to promote American goods and services in key Chinese markets. Developed in coordination with major exhibition companies, the U.S. Pavilions provide a unique opportunity for American companies to be involved in key international exhibitions around China. Participation in the U.S. Pavilion allows U.S. companies to make full use of the marketing opportunities at key Chinese exhibitions, as well as access to a variety of resources available through the U.S. Department of Commerce.

### Online Education

*November 30 – December 2, 2005*

Hamburg, Germany

Contact: Bryan Larson, Baltimore USEAC, at 410-962-4534 or [Bryan.Larson@mail.doc.gov](mailto:Bryan.Larson@mail.doc.gov)

This annual event is an important meeting point for international e-learning and training experts from the business sector, universities, as well as government and administrative institutions. Experts get together to keep up with the latest trends and to establish contacts. This show attracts more than 1700 participants from 66 countries.

### International Printed Circuit and Electronics Assembly Fair

*November 30-December 2, 2005*

Dongguan, China

Contact: Kent Guo, IPC Show Event Manager at [kent.guo@mail.doc.gov](mailto:kent.guo@mail.doc.gov) or visit [http://www.buyusa.gov/china/en/printed\\_circuit.html](http://www.buyusa.gov/china/en/printed_circuit.html)

The U.S. Embassy/Consulates in China would like to invite companies to exhibit in the U.S. Pavilion at the International Printed Circuit and Electronics Assembly Fair (IPC Show). This premier industry event is produced specifically for everyone in the PCB, electronics assembly, design, and test industries. By exhibiting at this exclusive event, you can exponentially grow and gain exposure in Asia's most in-depth marketplace for the electronics manufacturing industry. Participation in the U.S. Pavilion allows U.S. companies to make full use of the marketing opportunities at key Chinese exhibitions, as well as access to a variety of resources available through the U.S. Department of Commerce

### Natural Products Trade Mission to Japan, South Korea, and Taiwan

*December 5-9, 2005*

Tokyo, Japan; Seoul, South Korea; Taipei, Taiwan

Contact: Tony Michalski, Las Vegas USEAC, at 702-366-9406 or [Tony.Michalski@mail.doc.gov](mailto:Tony.Michalski@mail.doc.gov)

The United States Commercial Service is pleased to offer a Trade Mission to Japan, South Korea and Taiwan immediately following the Natural Products Asia Expo (<http://www.naturalproductsasia.com/>). This opportunity to meet with targeted and qualified potential partners in three markets with combined sales of personal care items and health food/nutritional supplements of \$USD33.67 billion, should not be missed. The U.S. Commercial Service in Taiwan, South Korea and Japan are eager to help you to successfully develop export sales in each of these three lucrative markets.

### 3GSM World Congress

*February 13-16, 2006*

Barcelona, Spain

Contact: Bryan Larson, Baltimore USEAC, at 410-962-4539 or [Bryan.Larson@mail.doc.gov](mailto:Bryan.Larson@mail.doc.gov)

Considered one of the leading events in the mobile communications sector, the 3GSM World Congress will be held in Barcelona, Spain. The last conference, held in Cannes, attracted an estimated 34,000 participants from 173 countries with approximately 600 exhibitors. The event is organized by the GSM association in conjunction with Informa Telecoms and Media. The U.S. Commercial Service Barcelona office has offered to assist potential U.S. exhibitors or visitors with market intelligence and introductions to potential business partners.

### SOFEX '06 – International Special Operations Exhibition & Conference

*March 27-30, 2006*

Amman, Jordan

Contact: Marketing International Corporation at 703-527-8000 or see the official website of [www.sofexjordan.com](http://www.sofexjordan.com) for information on exhibiting or attending

Over the past 10 years, SOFEX has gained acknowledgement as the premier event of its kind in the Middle East and North Africa. The event brings together small and medium-sized companies and major international manufacturers to meet with the region's defense ministers, chiefs of staff, ministers of interior, senior army commanding generals, law enforcement officials, top government decision makers, and corporate officials. Over 420 exhibitors from 15 countries are expected to participate in 2006, while 10,500 military and business visitors from 23 countries, hundreds of journalists and media personnel, and 15 foreign military delegations with over 200 government and military VIP officials are expected to attend. The event is not open to the public.

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### International Dental Exhibition and Meeting 2006 (IDEM)

April 7-9, 2006

Singapore

Contact: Carol Rudman, U.S. Department of Commerce, 202-482-0905 or [carol.rudman@mail.doc.gov](mailto:carol.rudman@mail.doc.gov)

U.S. companies showcasing the latest dental products and technology at IDEM 2006 Singapore, can profit from the show's broad international exposure. There will be opportunities to forge new business relationships, tap new resources, and expand exports in the ever-growing Asia-Pacific market. U.S. Department of Commerce Officials have once again included **IDEM 2006** in USDOC's Trade Fair Certification Program and solidly support this premier international dental event in Asia.

### SVIAZ/EXPO COMM Moscow 2006

May 10-13, 2006

Moscow, Russia

Contact: Bryan Larson, Baltimore USEAC, at 410-962-4539 or [Bryan.Larson@mail.doc.gov](mailto:Bryan.Larson@mail.doc.gov)

More than 72,000 attendees visited the 872 exhibiting companies from 33 countries during SVIAZ/EXPO COMM MOSCOW 2005. These individuals included manufacturers from the CIS and Baltic States showcasing their latest technologies and products in the fields of telecommunications, networking, wireless technologies, Internet, satellite, computers and peripherals, broadcasting and electronics on nearly 26,000 square meters of show floor at SVIAZ/EXPO COMM MOSCOW. In 2006, with the addition of the new USA Pavilion, you will have an even greater opportunity to exhibit your U.S. telecommunications and IT products.

### Healthcare Trade Mission AND Trade Show

May 22-27, 2005

Athens, Greece; Zagreb, Croatia; Bologna, Italy

Contact: Bill Kutson, U.S. Commercial Service, at 202-482-2839 or [William.Kutson@mail.doc.gov](mailto:William.Kutson@mail.doc.gov)

Are you looking to grow your exports? Mark your calendar and join the U.S. Department of Commerce's Healthcare Trade Mission to meet with prospective distributors, resellers, and strategic partners. This mission also offers:

- One-on-one appointments in all three markets
- Your own turnkey booth at Exposanita, Italy's premier trade fair and the second largest medical trade show in the European Union
- Broad range of healthcare products and services promoted, including products in the IT-healthcare sector, a burgeoning area in all three markets
- Industry experts in each host country will bring high-quality business contacts to meet with you.

#### Alexander Amdur

*Commercial Officer*

ACE, Building Equip/Services & Food and Food Processing

#### Kimberly Robinson

*Trade Reference Assistant*

General Information & Special Projects

#### Bill Burwell

*Director*

Services, General Manufacturing & Financial Services

#### Jeanne Townsend

*Senior International Trade*

*Specialist*  
Healthcare Technologies, Biotechnology & Sporting Goods

#### Jolanta Coffee

*International Trade Specialist*

Travel and Tourism & Environmental Technology

#### Mathew Woodlee

*International Trade Specialist*

Safety and Security & Aerospace and Defense

#### Deborah Conrad

*Senior International Credit Officer*

U.S. Small Business Administration Trade Finance

#### Bryan Larson

*Commercial Officer*

Information Technology, Telecommunications & Education and Training Services

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